

09/771,416



Attorney Docket No. 13493

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:) Group Art Unit: 3728
 Daniel PELLERIN)
 Serial No.:09/771,416) Examining Attorney: Jila M. Mohandes
 Filed: January 26, 2001)
 For: UNIVERSAL CLEAT)
) Pasadena, California

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 TECHNOLOGY CENTER R3700

DECLARATION OF JON REICHLIN

I, Jon Reichlin, have personal knowledge of the following facts and declare as follows:

1. I am President of Shoe Store Supplies, Inc. (AShoe Store@)

2. Shoe Store recently bought the above-identified invention. We paid a substantial amount for the invention. The total purchase price we paid was for inventory, design costs, goodwill, and trademark rights was about \$400,000. I estimate the total amount paid attributable to the invention, including utilitarian features and the design features, was about \$300,000.

3. As President of Shoe Store, I am very familiar with the market for athletic cleats. Shoe Store distributes and has manufactured for it a complete line of proprietary shoe care products, including sneaker cleaners, deodorizers, shoe brushes, polishes, shoe goo, water repellents, wax, insoles, laces, baseball cleats, football cleats, soccer cleats, shoe trees, heel grips, slip guards (prevents new shoes from slipping), and halter pads (keep toes from getting crammed to the front of the shoe by preventing the shoe from sliding forward). More information about our products can be found at our website www.penguinshoecare.com.

4. I decided to buy the above-identified invention because of the success it has achieved in the marketplace, and I believe it will have even more success now that it is a Shoe Store product. The product solves a problem that has been in the marketplace for many years, namely, how can retail outlets keep their customers happy with replacement cleats, when each shoe manufacturer has its own style cleat? This invention solves the problem, providing a universal cleat which can be used with the shoes of major manufacturers. It eliminates the

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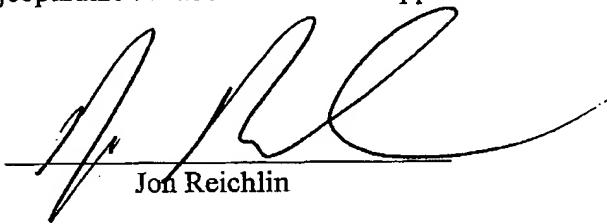
retailer=s need to carry multiple styles of baseball cleats. The product is currently distributed by such major sporting goods retailers as Sports Authority, Big 5, Garts Sport, Modell Sporting Goods, Dicks Sporting Goods, and Academy Sports

5. I wish I had thought of it or some of my employees had thought of it. It would have saved us \$400,000. In hindsight, like most innovations in our field, the invention may appear simple, but it really is not. It was a very clever idea to figure out how to accommodate so many different types of cleated footwear.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and such willful false statements may jeopardize the above-identified application and any patent resulting therefrom.

Dated:

3/7/03



Jon Reichlin